

In My Opinion
By JOSHUA HON
Sales Promotion

STOPPED last week to see Charlotte just as she was returning from a one-day archaeological tour. That's what you'll like about her gift shop behind the main post office in Jerusalem. Charlotte

You can be at a complete loss as to what to buy for those friends you have in mind, but everything miraculously clears up when Charlotte helps you select.

LATEST STORY going the rounds is that Israeli farmers have succeeded in crossing two breeds of cows.

EVER HEAR of a hotel refusing to expand despite the fact that it's busy all year

"We'll never have more than 30 beds," say Mr. and Mrs. Durol, hoteliers for almost 30 years. "Otherwise how can we give our guests the personal attention we enjoy so much?"

This care, plus good food

quiet cottages and a private beach three minutes from the hotel make a Dagen holiday a treasure to remember. And if it rains, you get extra sunny days free!

"Danger Within" (Habibrah) is a very good British picture and the kids will enjoy Joseline

HI, KIDS! This is Uncle Orion who knows all about the problems you have with growing feet and who's looking forward to seeing you at his shop at 81 Jaffa Road, Jerusalem, where boys

You can bring mummy daddy (or even both) with you, but it really isn't necessary. You see, we won't you leave the Gill store without knowing that your new shoes fit you properly; that they're comfortable and long-wearing; and that you'll get a kick out of playing in them.

WHAT DO YOU know
about that? Ninety-three
thousand tourists in the first
nine months of this year.

Hundreds a day! Ninety persons on behalf of the Union; two hundred UJA leaders; Wise girls; Hadassah girls; University friends; Bond buyers; and thousands more on their own.

One thing they all have in common: the desire to take home some worthwhile remembrance of Israel. The

"Three Men in a Boat (Strachan) will never 'Look Back in Anger' (Edison) or 'The Mouse That Roared' (Rex) because these are to

WELL, JERUSALEM has another cinema. It was interesting to note that its first night last week would have been incomplete without a fashion show.

Showing their new autumn and winter lines by Israeli top designers. Vige has been invited to show at the Kings Hotel next Tuesday, 4.15 p.m. on behalf of the Sha'are Zedek Hospital, as again that same evening, 8.30 at the President Hotel (for guests only). Hurry! And good bye!

IIGHT AND AIRY as a fairy, you can dance the whole day long. When you're wearing Comfort shoes you'll sing a merry song. When

From the country's leading manufacturers, Comfort at Ben Yehuda, Jerusalem, brings high class fashions for ladies and smart, solid footwear for men. Eterna's low-heeled sport shoes and Mera's high-heeled elegance are specialties. Comfort.

their Italian-style shoes which come in all colours from light to dark brown and in quality blacks.

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MEDIUM HEAVY CUT
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Pure Virginia Tobacco

the best—
gets it.

smokes NELSON!

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MARGINAL COMMENT

lacker, from his homeland." On the showing, he asserts earlier, ex-President Camille Chamoun of Lebanon, though he does feel that he is an Arab, is "in fact nothing of the sort."

AS to Mr. Al-Astar's own definition of the term Arab, we doubt much if he realizes the grave implications of what he says. If an Arab only he who believes in Arab unity, Arab nationalism and works for ousting of the imperialists and agents from the Arab homeland, then only a limited number of people ever qualify for the description. Only Chammoun will have to stop considering himself an Arab, but also Hussein, General Kassem, President Bourguiba, General Abboud, King Saud and Mohammed V as President. Still—and certainly a good part of the followers. If this definition is accepted in fact, Arabdom will have to be considered a sort of exclusive club or political party whose membership is very restricted.

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FOR the benefit of Mr. Al-Astar and those who think on the same line as he does, it may be useful to quote here the definition included in the constitution of the Arab Socialist Bloc (Resurgence) Party, a political group whose Arabness not even Mr. Al-Astar would question: "An Arab is any whose language is Arabic, who lives in the Arab homeland or aspires to live therein, and who believes in his connection with the Arab nation." This definition is far from satisfactory, of course, since it ultimately bases Arabness on language, but what does "believe in connection with the Arab nation" signify other than *feeling*? Certainly, a Muslim or a Christian or a Copt—or even an Egyptian Moslem—who does not feel he is an Arab cannot be considered

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TEL AVIV, October 30

And, to the Diaspora Jew, the Israel Philharmonic Orchestra, the music was a source of heartrending pathos and heartwarming heroism. It occurs to him that those players of a certain age, up there on the platform, had once as young men when they were still child prodigies, walked with fiddles or other instruments on their way to and from lessons through the streets of Berlin or Moscow, Prague and Vienna and had known the same streets in Europe, gas chambers and crematoria had later been put

auditorium, the cold Parisians paved outdoors with the hot Tel Aviv sands. To note how much smaller the Israeli orchestra was than the American one, the smaller everybody looked here than they did back home.

Unsurpassed Quality

What of the music, the reason *d'être*, the soul of this mighty assembly? There can be no doubt that it was and the hard-to-please Parisian critics have acknowledged that for sheer sonorous loveliness, individual virtuosity, discipline, and the harmonious blending of the parts into an exquisite whole, the Israel Philharmonic Orchestra is unsurpassed. What

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I should be obliged to Mr. Ritov to explain exactly where he found the "truths" he claims were in the article. I am obliged to him for drawing my attention to a printing error whereby the word "the" had been given members and employees were switched. But surely that mistake, as regrettable as it was, does not invalidate the basic premises of the entire report.

Whatever may be said about the failure of the Histadrut as a whole to control the operations of the bus companies, it is not clear how it can be cast on Mr. Ritov and his fellow officials in the Cooperative Centre. For Mr. Ritov

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Unsurpassed Quality
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For a moment, the luxury of the black market. The latter sequence reminds us of "The Cranes are Flying" where the War was over and the lovers were created more objectively and with more complexity; indeed the young soldier and the young girl, who were the couple running hand in hand in "The Cranes are Flying."

When the Russian war is war propaganda, its strength lay in its human vignettes. To-day it is more narrative although we never know exactly how the hero met his end, the whole of "Ballad of a Soldier" is a vignette or episode, and so are those of the young soldier whose flowing incidental music backs up the impression of perennial youth asserting itself in spite of the war, and all around and apart from it. **H.**

well beyond the little tongue-rock serving as a not very efficient breakwater to the bathers. The news of the catch by a solitary skin diver spread around and all the young people came along to view the marvel.

The *fishies*, next to the buns, the largest of Mediterranean fishes, my young expert tells me. If *fishies* is really the *Curmuss*, as one would have it, it is a snail at the head of the parade. But I can find no English name anywhere. Perhaps for a change, a reader can help.

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here met his end, the whole of "Ballad of a Soldier" is a vignette or episode out of war, whose flowing incidental music backs up the impression of perennial youth asserting itself in spite of the grimness around and apart from it. H.